

## Method 1 - Babbitt Score

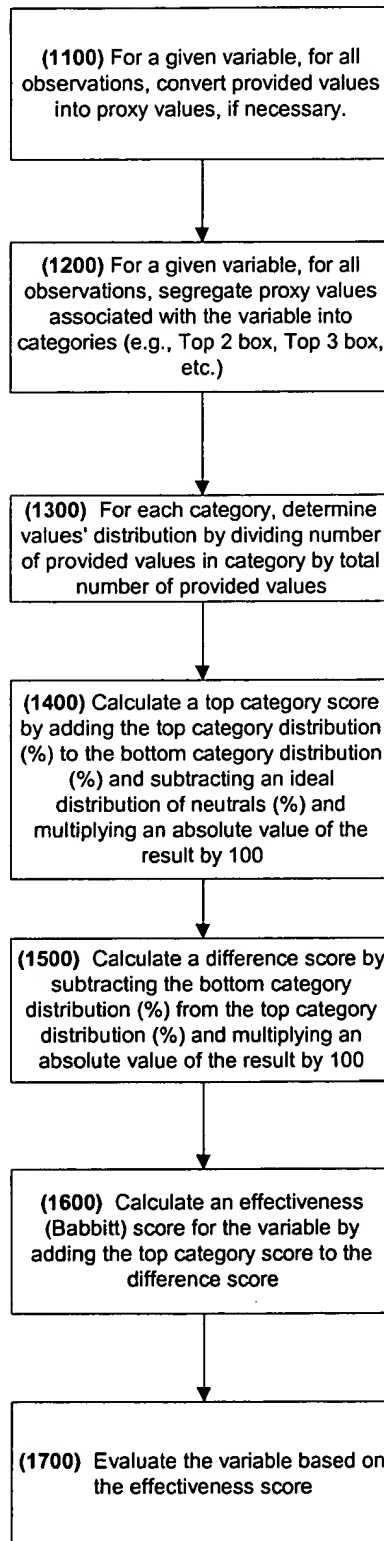


Fig. 1

## Method 2 - Bestfit Clustering

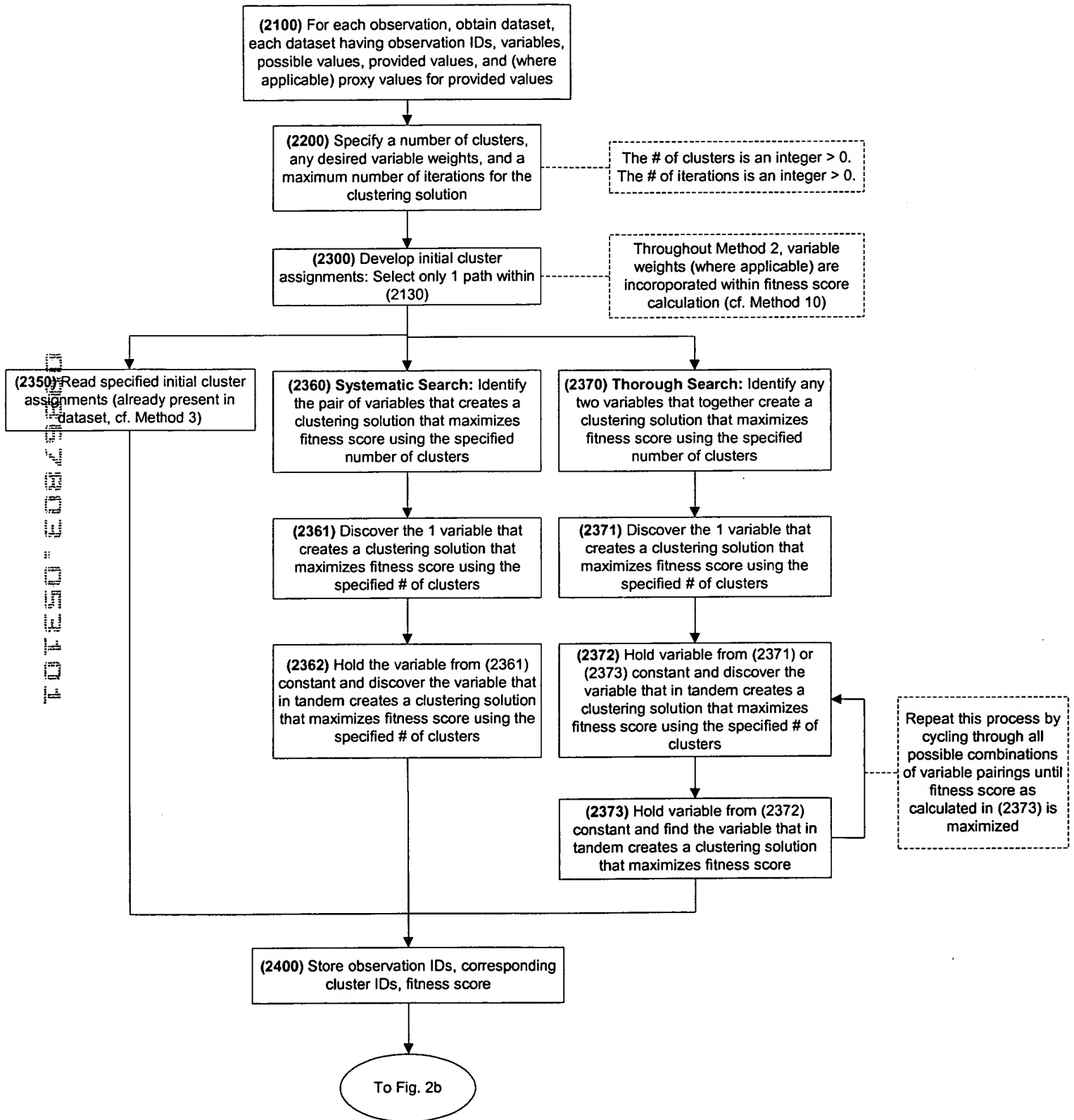


Fig. 2a

## Method 2 - Bestfit Clustering - Continued

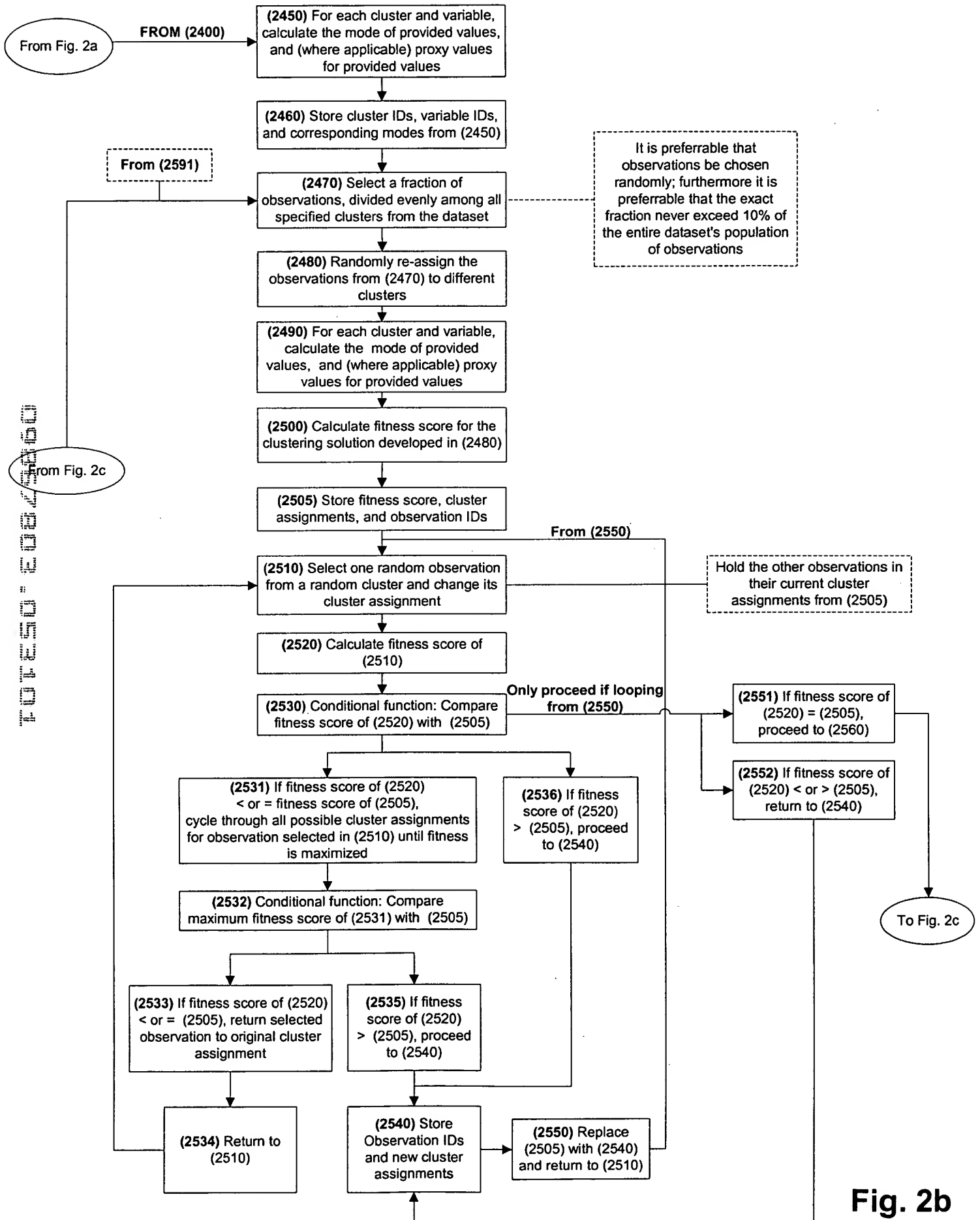


Fig. 2b

## Method 2 - Bestfit Clustering - Continued

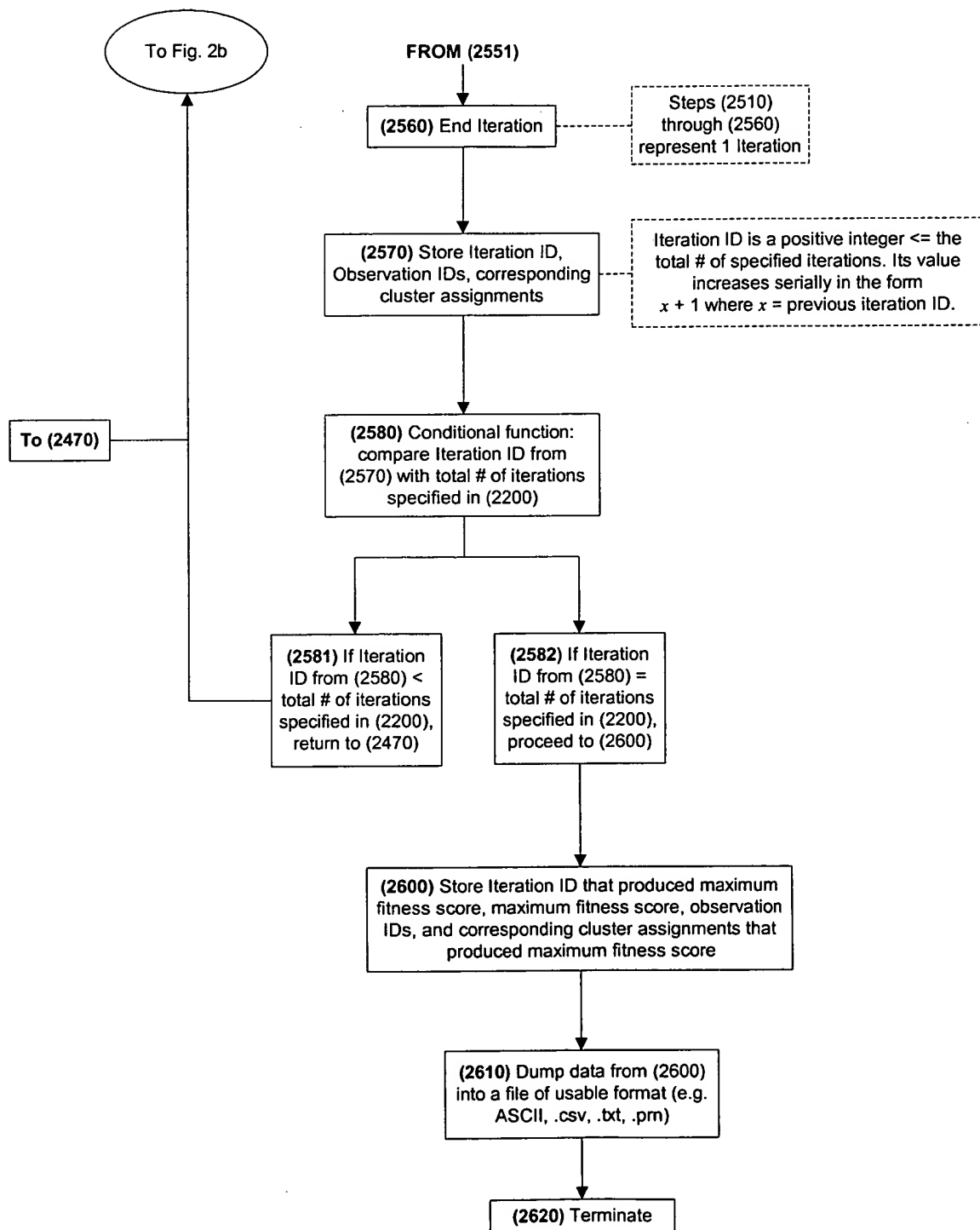


Fig. 2c

## Method 3 - Champion/Challenger Clustering Refinement

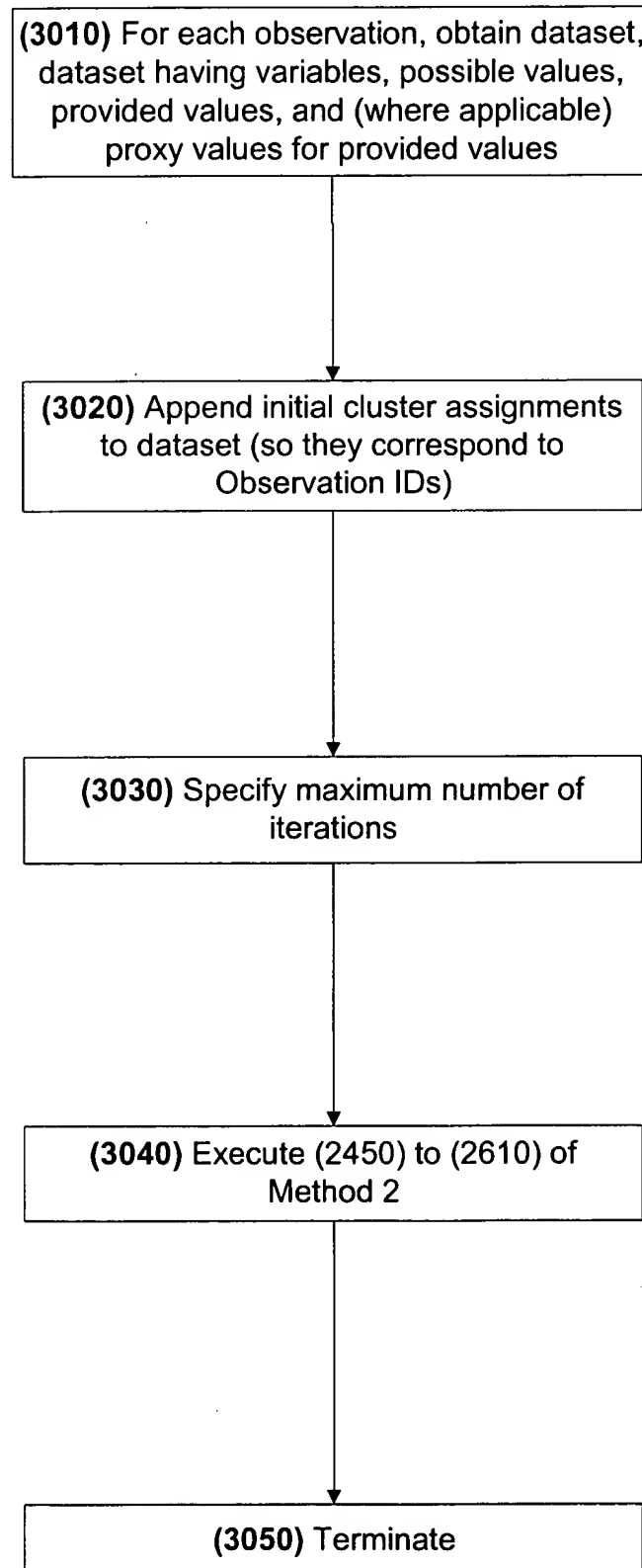


Fig. 3

# Method 4 - Composition Analysis

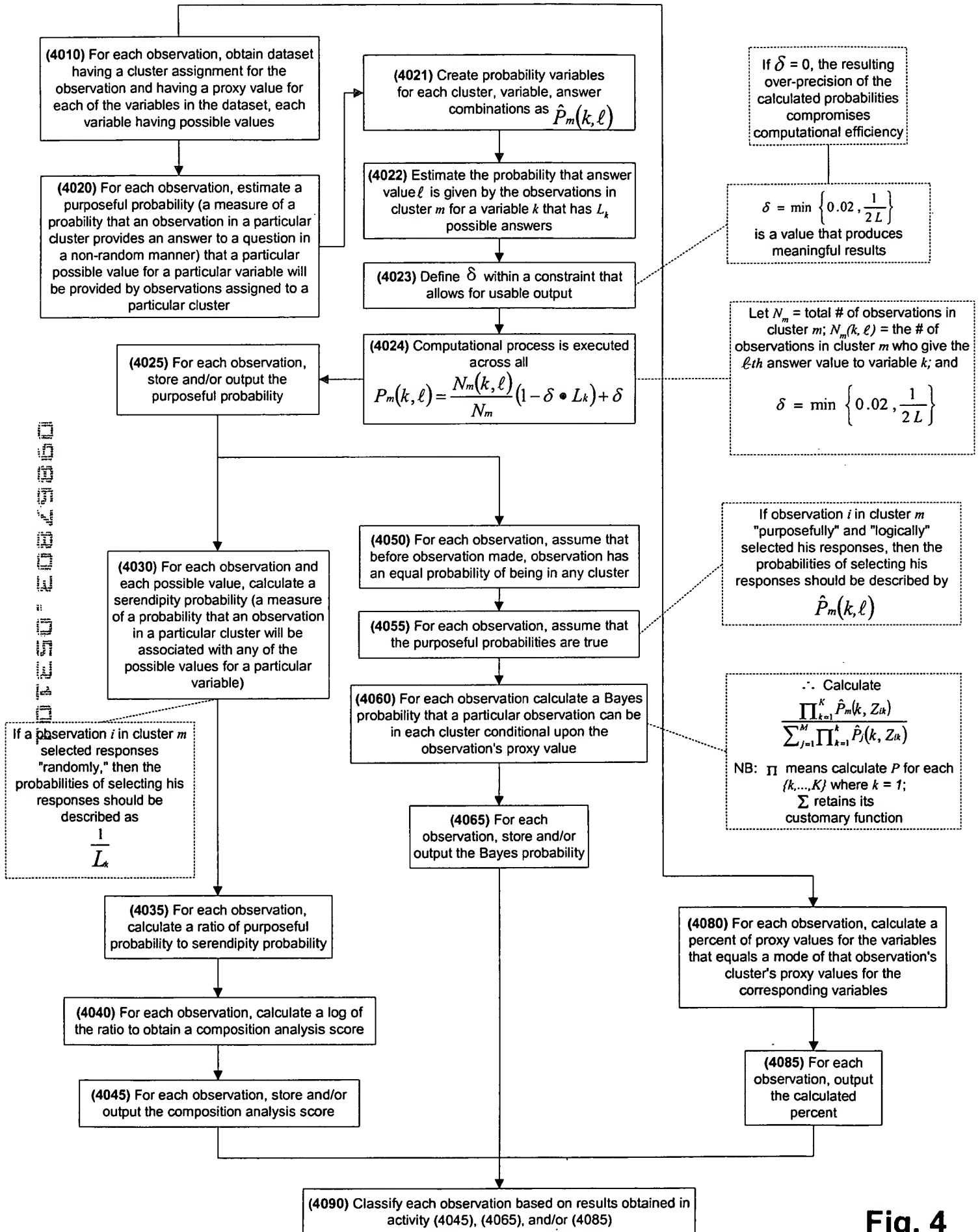


Fig. 4

# Method 5 - Segmentation-on-the-Fly

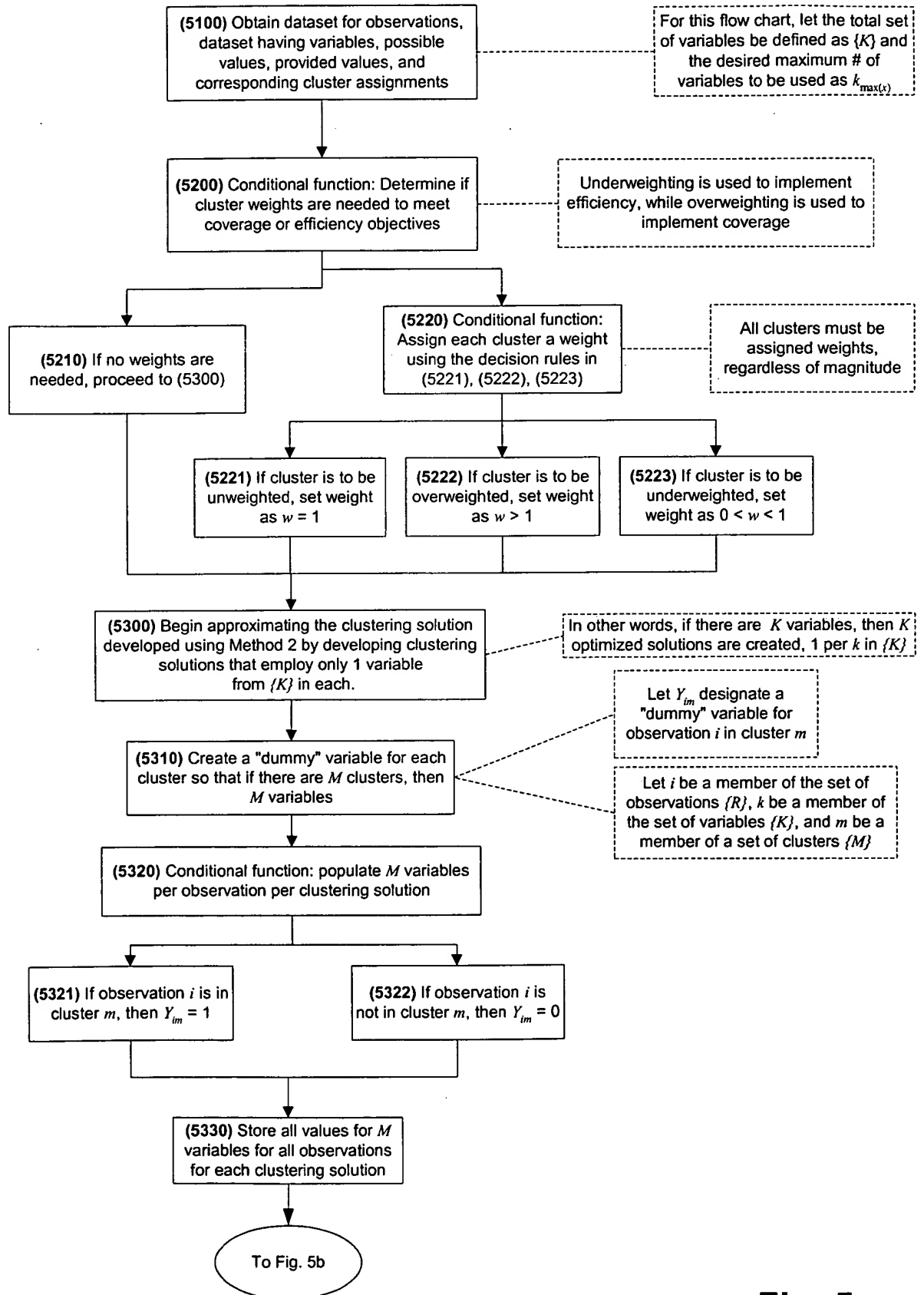
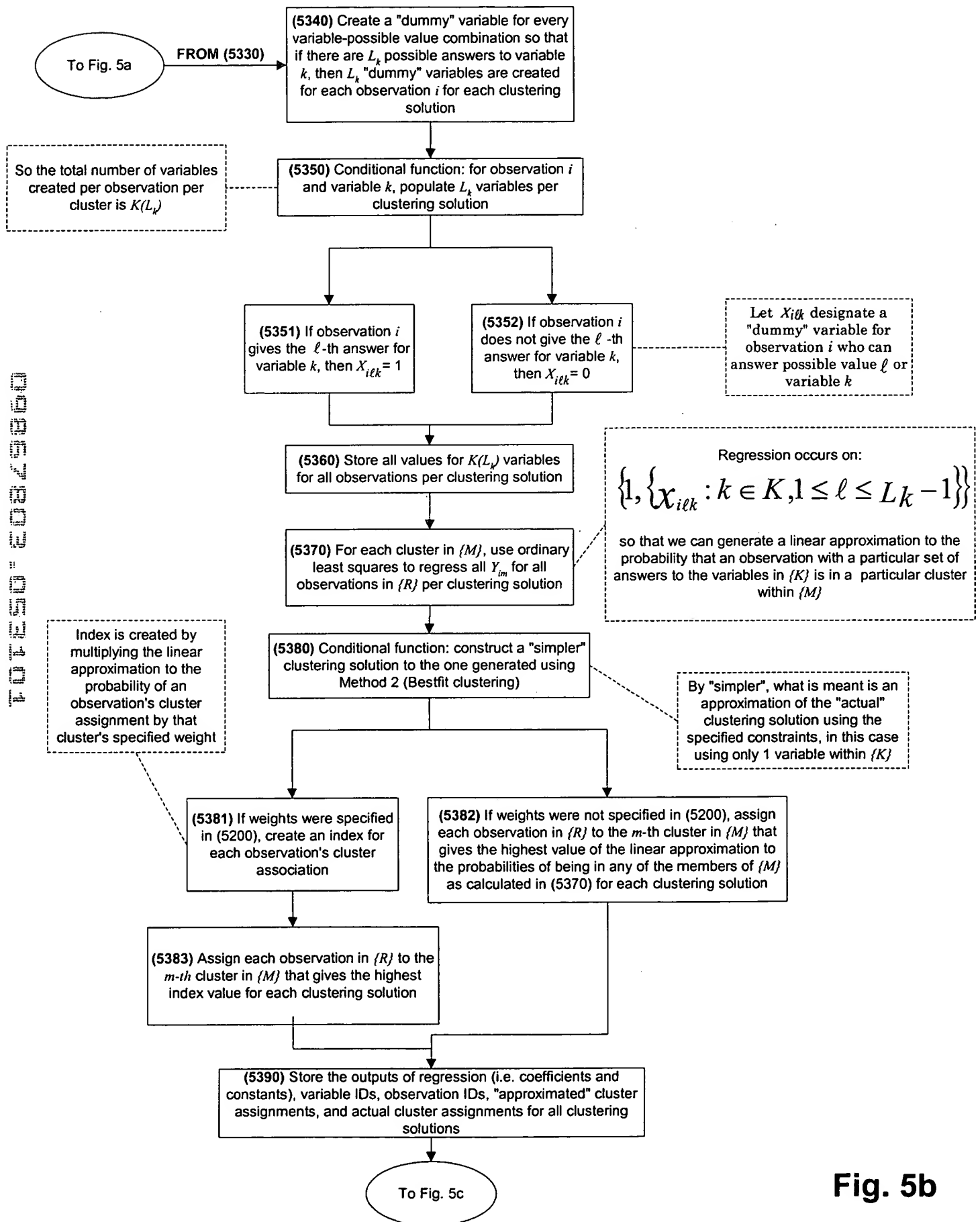


Fig. 5a

# Method 5 - Segmentation-on-the-Fly - Continued





# Method 5 Segmentation-on-the-fly - Continued

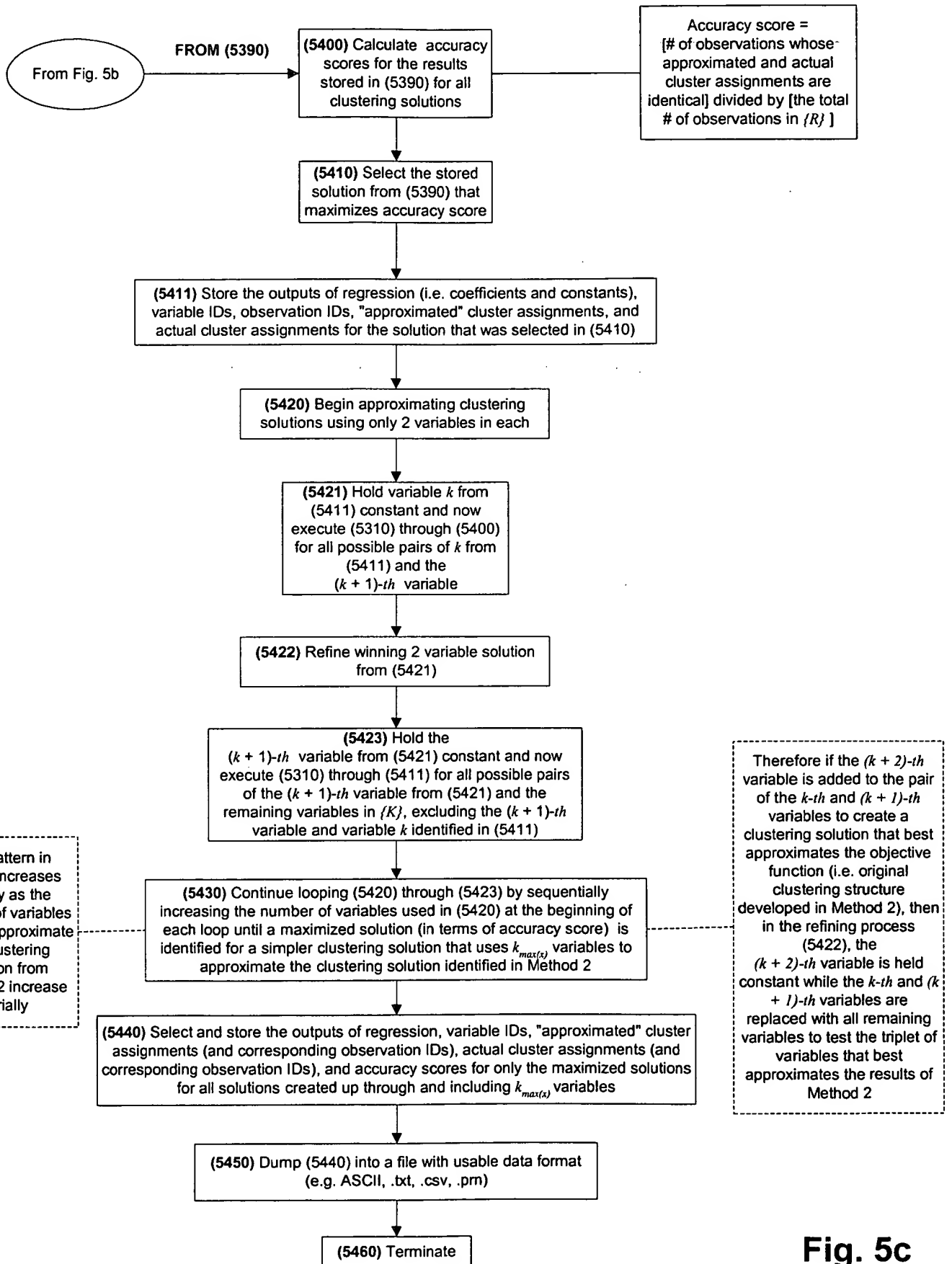


Fig. 5c

## Method 6 - Behavioral Segment Scoring

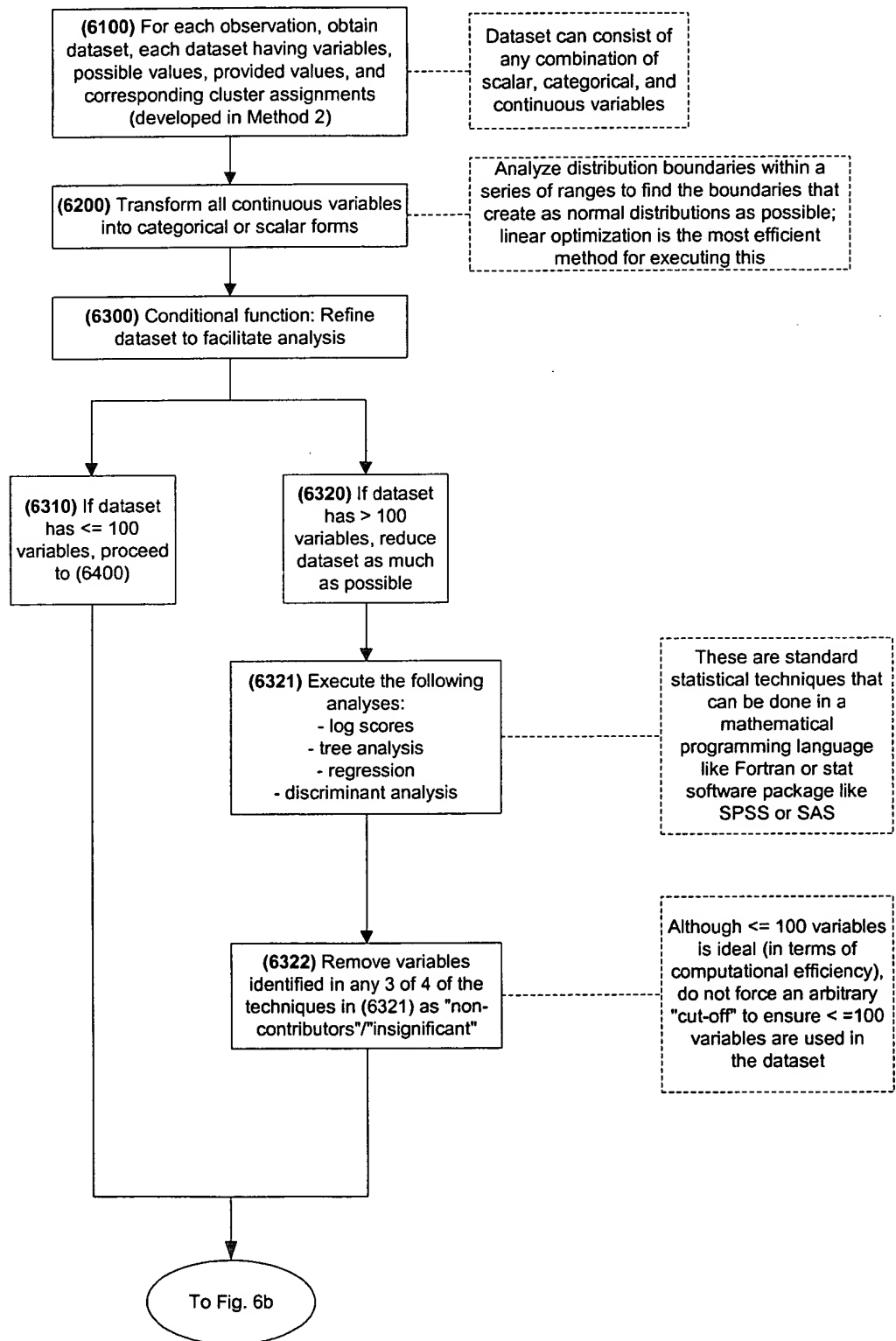


Fig. 6a

# Method 6 - Behavioral Segment Scoring - Continued

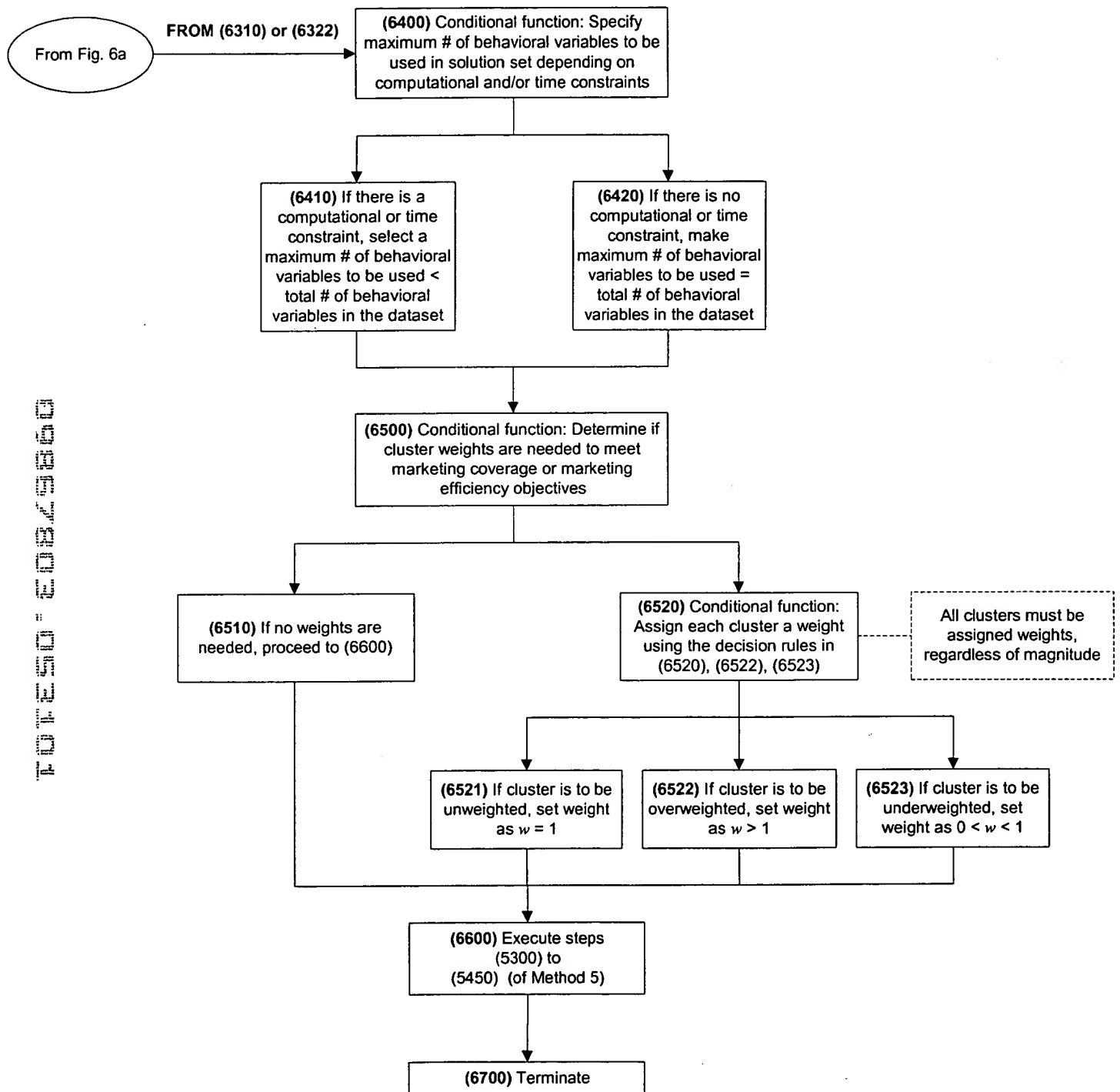


Fig. 6b

# Method 7 - Panel Analysis

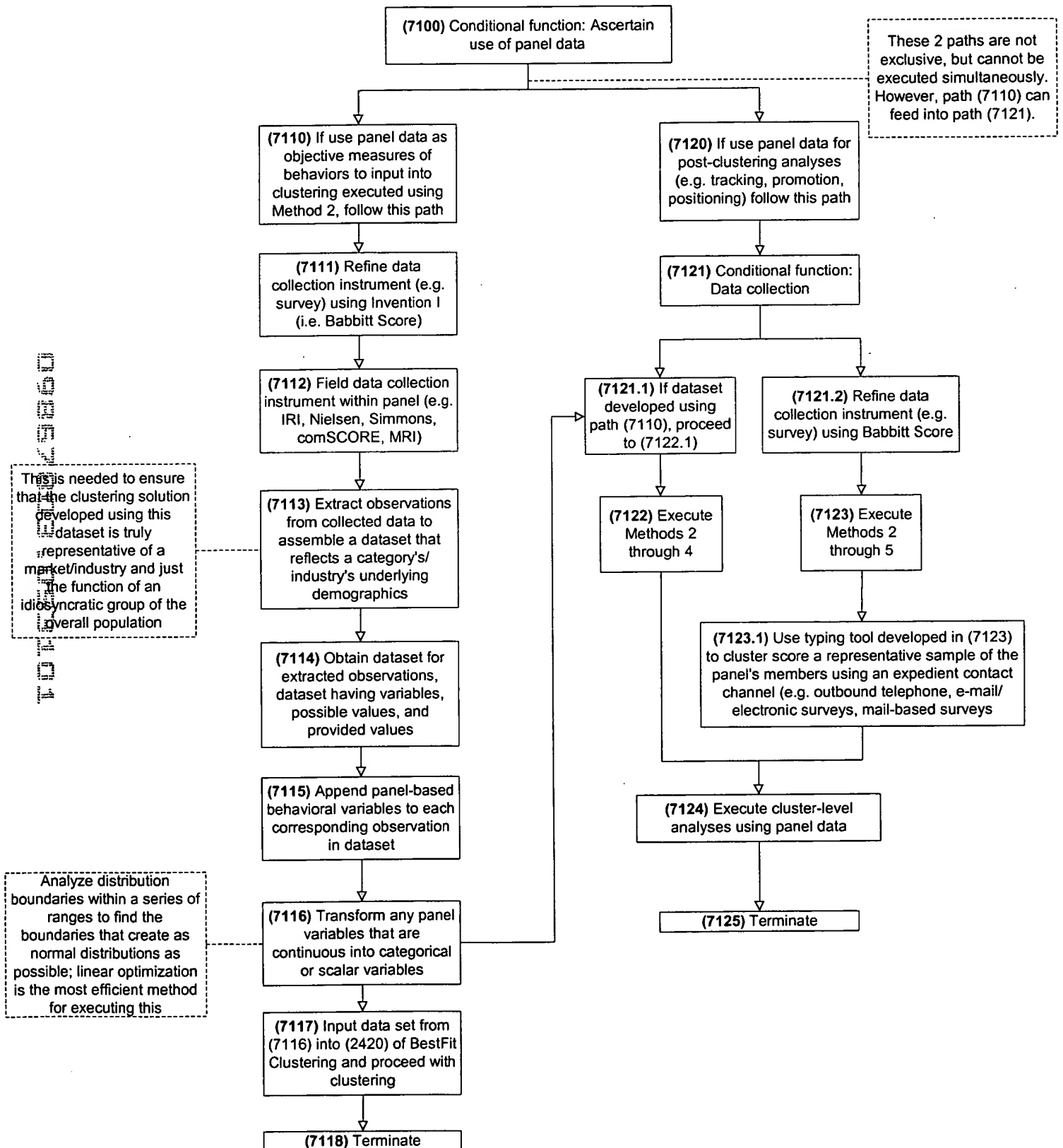


Fig. 7

# Method 8 - Overall Segment-Based Marketing Process

09867803-053101

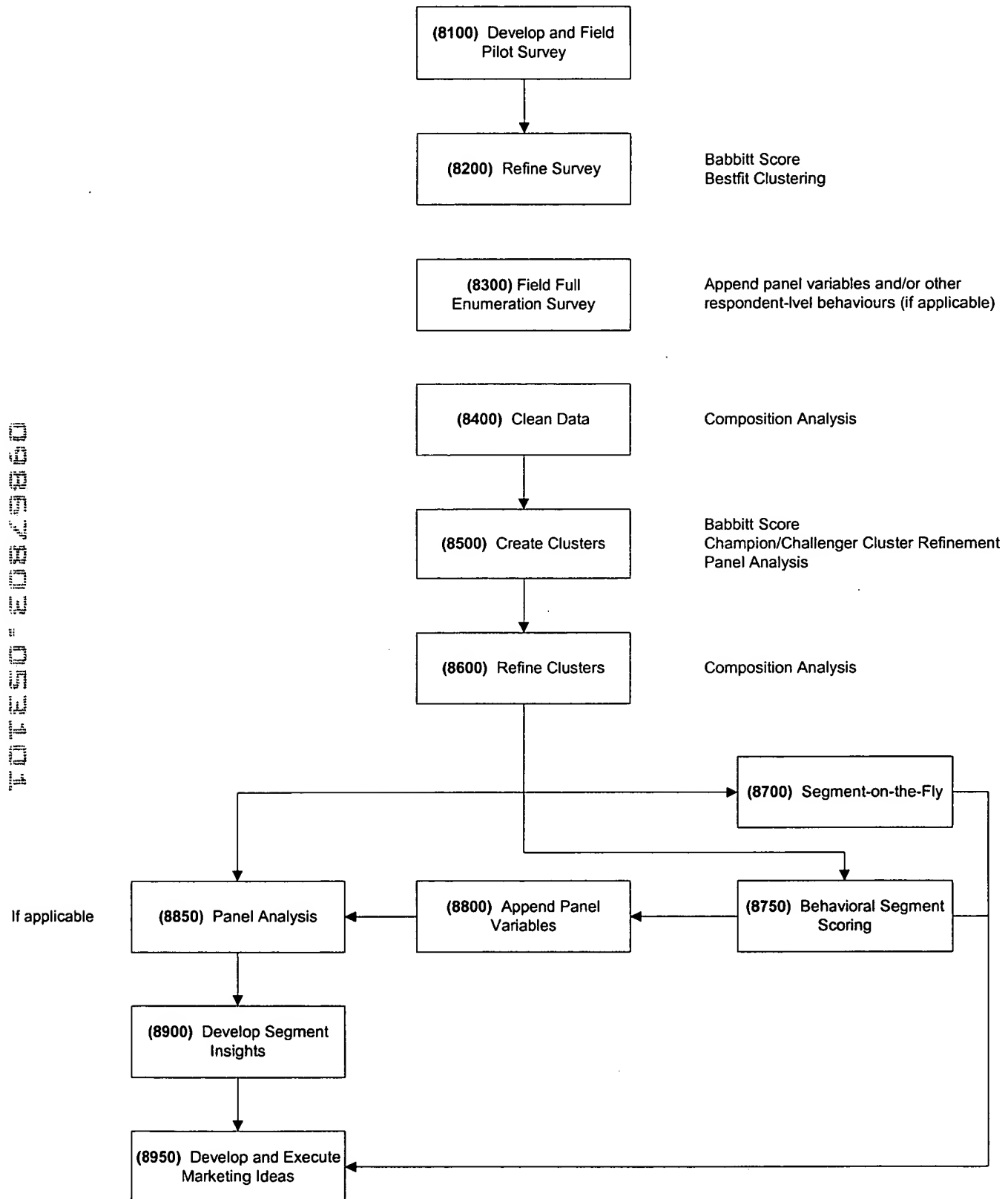


Fig. 8

Information Device 9

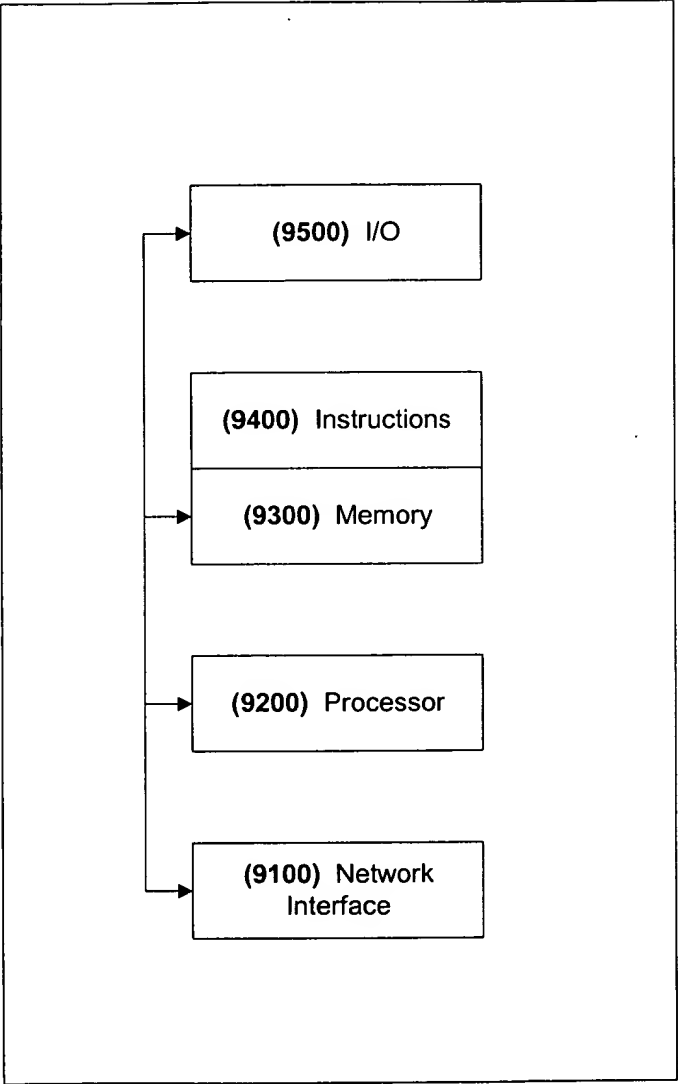


Fig. 9

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# Method 10 - Fitness Score Calculation

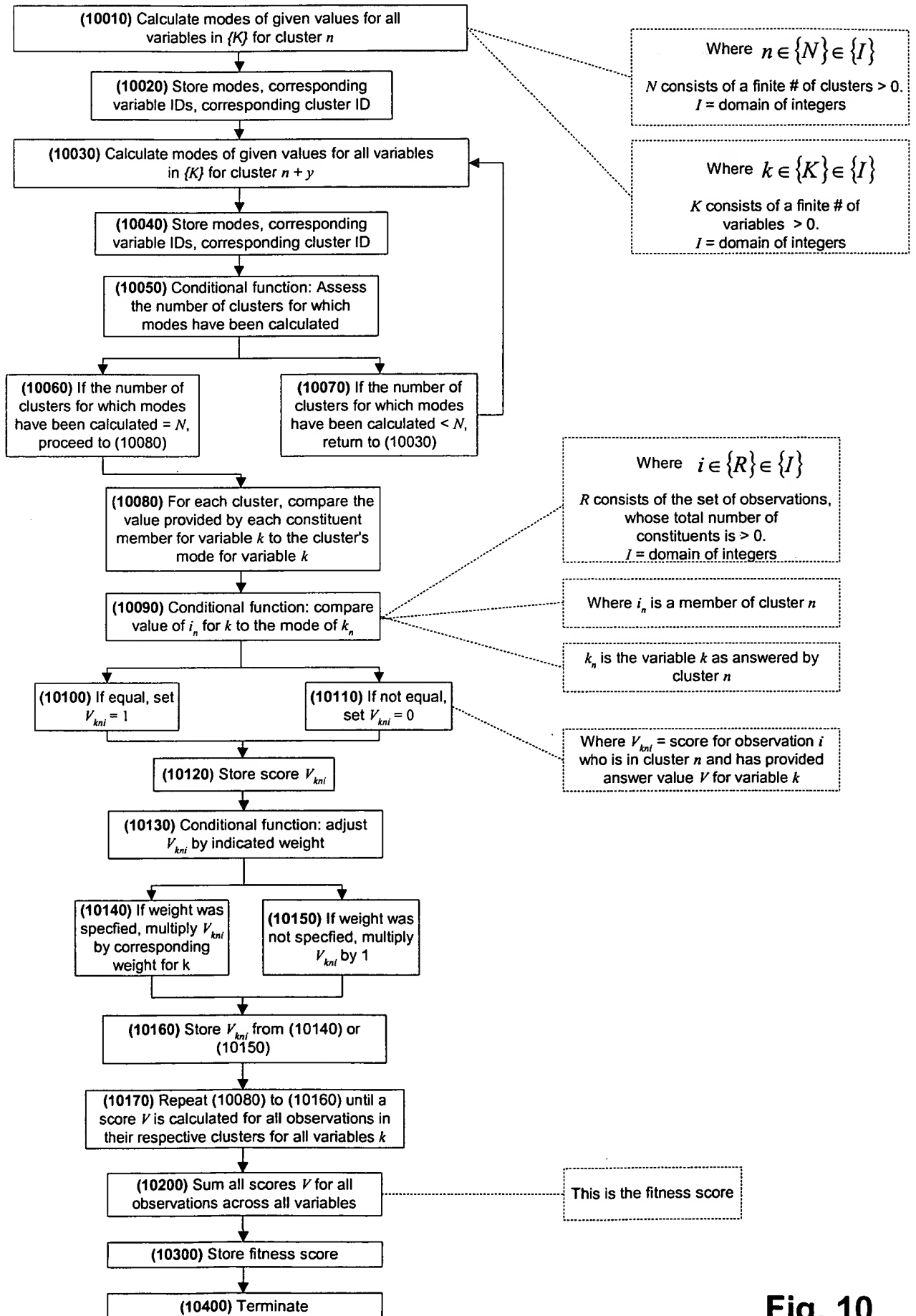
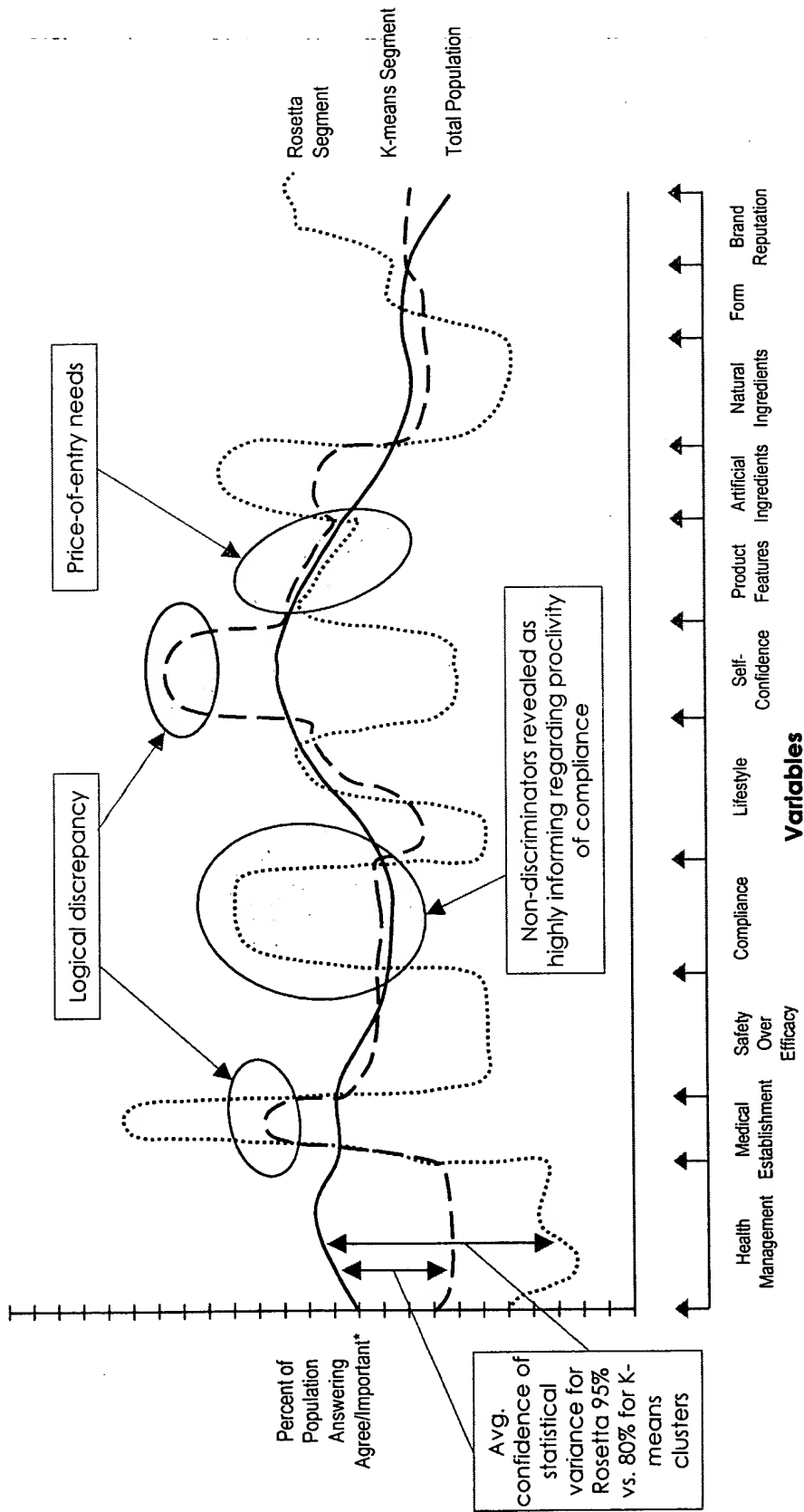


Fig. 10

**Blinded Case Study**

**FIG. 11**



\* Responses normalized for similar variables with opposite wording/phrasing.